

**Kitsap County**  
Quit Line Data Summary  
October 1 - December 31, 2002

	<b>County</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 114</b>	<b>N = 3,753</b>
<b>Percent of Statewide Calls</b>	3.7%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	3.9%	100.0%
	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 111</b>	<b>N = 3,291</b>
Female	64.0%	61.0%
Male	36.0%	39.0%
<b>Race/Ethnicity</b>	<b>N = 105</b>	<b>N = 2,816</b>
People of Color	12.4%	13.9%
White	87.6%	86.1%
<b>Age</b>	<b>N = 110</b>	<b>N = 2,956</b>
Less than 18 years old	1.8%	2.7%
18 - 24 years old	12.7%	14.4%
25 - 34 years old	27.3%	21.8%
35 - 44 years old	25.5%	25.9%
45 years and older	32.7%	35.1%
<b>Education</b>	<b>N = 105</b>	<b>N = 2,860</b>
Did not graduate high school	19.0%	18.4%
High school graduate	32.4%	33.3%
Some college/vocational school	40.0%	34.9%
College graduate	8.6%	13.5%
<b>Caller Type</b>	<b>N = 114</b>	<b>N = 3,367</b>
General Information	2.6%	11.2%
Health care provider	1.8%	2.9%
Tobacco user	95.6%	85.9%
<b>Payer Type</b>	<b>N = 84</b>	<b>N = 2,129</b>
Insured	41.7%	41.5%
Uninsured	22.6%	24.9%
Medicaid	35.7%	33.5%
<b>Heard About</b>	<b>N = 103</b>	<b>N = 2,888</b>
Past caller	21.4%	18.5%
Employer/worksites	1.9%	0.8%
Health care provider	18.4%	21.8%
Television	15.5%	18.4%
Outdoor advertisement (billboard/bus/wall)	1.9%	7.2%
Targeted mailing	1.9%	0.9%
Great Start	0.0%	0.1%
Radio	1.0%	2.2%
Newspaper/Magazine	0.0%	2.2%
Brochure/Newsletter	5.8%	6.2%
Family or friend	27.2%	17.9%
Health Department	4.9%	2.9%
School	0.0%	0.9%

Source: Washington State Department of Health  
Tobacco Prevention and Control  
Assessment and Evaluation

<sup>1</sup> "Census 2000", August 2001 (OFM)

\* Rate not calculated because number of calls was less than 5.